

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

Fredericksburg & Spotsylvania National Military Park

August 2007

CENTENNIAL INITIATIVE



Site: FRSP

Year: 2007

Vision Statement

The purpose of the park is to preserve, maintain, protect and provide access to the cultural and natural resources of the Civil War battlefields of Fredericksburg, Chancellorsville, Wilderness and Spotsylvania Court House and associated sites and to interpret and commemorate them in the larger context of the Civil War and American History for the benefit and education of visitors and the general public.

By the Centennial Year, the park will have established a concrete blueprint for the future through the General Management Plan process. All significant battlefield land will be protected within the boundaries of the park. Visitation will be increased through Sesquicentennial programs and facilities. Park resources and the park experience will be protected from roadway expansion and adjacent developments. Park staffing will be adequate to ensure visitor safety and resource protection. Park staff will maintain traditional high levels of dedication and skill. Local communities will work with the park to expand educational and tourism opportunities. The visitor experience will be enhanced by state-of-the art programs and interpretive facilities that reach wide audiences and tell a broad story that is rich in context. Cultural resources will be in an excellent state of repair. The park will reach a national audience through electronic media. Donations will provide a significant revenue stream to supplement NPS finding to provide for park upkeep and the visitor experience.

Park/ Superintendent/ Program Manager

Russell P. Smith

Site: FRSP

STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

Provide access to the basement exhibits at Fredericksburg Visitor Center for the mobility impaired.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

STEWARDSHIP

☒ Improve the condition of park resources and assets.

☒ Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.

Continue the partnership with Friends of Wilderness Battlefield to fully restore Ellwood, the only surviving battlefield structure.

☐ The work described currently is supported by OFS and/ or PMIS

☒ Other Park/ Program performance goal(s)

Restore the Willis Hill area of Fredericksburg Battlefield.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

STEWARDSHIP

☒ Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.

☒ Other Park/ Program performance goal(s)

Expand park boundaries and acquire all critical lands within the current boundaries and within the expanded boundaries.

Use the opportunity presented by the Civil War Sesquicentennial to bring forward little known stories relating to civilians and minorities.

☒ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

ENVIRONMENT

☒ Inspire an environmental conscience in Americans.

☒ Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

Ensure that all new park construction exemplifies the latest in alternative energy and fuels.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

RECREATION

☒ Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

☒ Rehabilitate over 2,000 miles of trails within or connected to national parks, including trails accessible to those with disabilities.

Ensure that park trails are in good condition.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

RECREATION

☒ Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

☒ Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Work with the local community to enhance park facilities and programs in order to attract more visitors.

☐ The work described currently is supported by OFS and/ or PMIS

☒ Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

Work closely with the five local tourism entities and others to:

- make the best possible use of promotional opportunities, including signage on the I-95 and in the community.
- increase visitation at The Wilderness, Spotsylvania Court House, Ellwood, and Chatham.
- promote non-traditional programs in order to reach non-traditional audiences.

☐ The work described currently is supported by OFS and/ or PMIS

☒ Other Park/ Program performance goal(s)

Insert Park Text

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

EDUCATION

☒ Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

☒ Other Park/ Program performance goal(s)

Develop a curriculum-based educational program that provides park-based learning experiences for local schools.

☒ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

EDUCATION

☒ Introduce young people and their families to national parks by using exciting media and technology.

☒ Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

Introduce interactive features to the park web site.

☐ The work described currently is supported by OFS and/ or PMIS

☒ Other Park/ Program performance goal(s)

Replace the Chancellorsville Visitor Center with a new facility that will introduce all three Spotsylvania County battlefields using new technology and scholarship.

Rehabilitate and make accessible the Fredericksburg Visitor Center. Replace old exhibits with new ones featuring new technology and scholarship.

☒ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

EDUCATION

☒ Promote life-long learning to connect generations through park experiences.

☒ Enroll an additional two million children in the Junior Ranger program.

Enroll 25% more kids in the Junior Ranger Program.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

EDUCATION

☒ Impart to every American a sense of their citizen ownership of their national parks.

☒ Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Increase the number of programs available to visitors by inviting local community sponsorship of living history programs.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

PROFESSIONALISM

☒ Be one of the top 10 places to work in America.

☒ Meet 100 percent of diversity recruitment goals by employing people who reflect the face of America.

As retirements occur, actively recruit under-represented minorities.

☐ The work described currently is supported by OFS and/ or PMIS

☒ Attain the highest employee satisfaction rate of all federal agencies, as measured by Office of Personnel Management surveys.

Insure that the park has the staffing and equipment it needs to achieve its goals, thus preventing employee frustration.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

PROFESSIONALISM

☒ Use strategic planning to promote management excellence.

☒ Other Park/ Program performance goal(s)

Complete the park's General Management Plan.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

PROFESSIONALISM

☒ Promote a safety and health culture for all employees and visitors.

☒ Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

Continue to pursue a goal of no lost time accidents.
Identify and correct visitor safety hazards.

☐ The work described currently is supported by OFS and/ or PMIS

Site: FRSP

PROFESSIONALISM

☒ Model what it means to work in partnership.

☒ Other Park/ Program performance goal(s)

- Expand tourism and educational opportunities at the park by working closely with our five local communities. This would include both new facilities and new programs.

- Continue the park's excellent partnership with the Friends of Wilderness Battlefield to restore Ellwood as a museum and primary visitor contact site for Wilderness Battlefield.

☒ The work described currently is supported by OFS and/ or PMIS